



Estrella Commons

Rezoning Application Narrative

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REQUEST

The purpose of this request is for a rezoning of a 3.39 acre site located at the southeast corner of Estrella Parkway and Roosevelt Street (the "Site") from Preliminary PAD to General Commercial (C-2) for a retail grocery store and commercial pad with a drive-thru. Currently, the Site lies within vacant land that was recently rezoned for a 178-acre planned community with employment, residential, commercial, retail, and recreational components. The ALDI grocery store will anchor the commercial corner and serve as a gateway to the planned residential and light commercial uses to the west as well as provide a valuable amenity to future residents. As shown in blue on the graphic below, the Site lies just south of the I-10 Freeway and adjacent to vacant land and a commercial corridor.



ESTRELLA COMMONS

Located within Estrella Commons, as shown in the graphic on the right, the Site was part of a 178-acre rezoning to PAD with some portions approved for Final PAD and 36.4 acres that remain Preliminary PAD. This Site still remains Preliminary PAD and planned for future commercial uses to complement the planned residential uses to the east. After meetings with City Staff, it was determined that rezoning to C-2 for this Site was more appropriate than rezoning to Final PAD, which would trigger the need to rezone a greater overall site boundary. At this time, market conditions do not permit rezoning a larger area than proposed through



this application. Nonetheless, the proposed ALDI grocery store and drive-thru will comply with the development standards and design criteria of the C-2 district, while complementing the Estrella Commons design to create a cohesive community.

The master plan for this area includes a commercial/business core, between I-10 and Roosevelt Street along Estrella Parkway. Single-family residential uses have been approved through a Final PAD for the eastern half of the community, with multi-family uses at the southwest quadrant. The proposed grocery store provides a synergistic land use to the future residential developments. Estrella Commons is planned to be a high-quality, well planned employment, retail, and residential community that promotes a live, work, play environment and ALDI is a perfect addition to serve the future residents of this neighborhood.

An ALDI grocery store at this location promotes the community goals outlined in the Estrella Commons and will encourage a walkable, bikeable, accessible neighborhood. Additionally, ALDI will provide a transition from the planned residential community to the west to the commercial corridor along Estrella Parkway. The proposed drive-thru will provide a convenient amenity as residents are entering and exiting Estrella Commons and the location at the hard corner is respectful of the future and existing land use pattern.

ALDI

Since opening their first store in Germany in 1961, ALDI has experienced widespread success and rapid expansion across the globe. In 1976, they opened their first store in the US and are now on the fast-track to becoming the third-largest food retailer by store count in the United States. Utilizing a strategy that saves on significant labor and utility costs, ALDI prefers small sites and their streamlined process allows them to staff a minimal number of employees at any given time. A majority of the products that line the shelves at ALDI are high-quality private labels and limited selections that avoid overwhelming shoppers with choices, which creates a seamless shopping experience and attracts all income levels. ALDI's successful store design signifies an evolution in the market trends from big box grocers, to a more expedited experience that adapts to the busy lifestyles of today's shoppers.

SITE PLAN REVISIONS

In response to staff comments, a variety of changes have been made to the site plan. Additionally, the drive-thru at the hard corner has been added. The revised site plan now incorporates a greater landscaping setback and retention area along Estrella Parkway. As such, the building has been shifted to the east and the project boundary now extends into the adjacent parcel to the east owned by Evergreen. Attached with this resubmittal is a revised legal description to incorporate that sliver of property, an approximate 7245 square feet, that was not included with the initial submittal. Also revised on the new plan is the circulation design, which includes a right-in, right-out driveway at the southwest corner of the Site.

SURROUNDING CONTEXT

Currently, the Site is located south of the I-10 Freeway, adjacent to a commercial corridor with planned future residential and complementary uses to the east and south. Designated as Business and Commerce on the General Plan, the proposal promotes the achievement of many of the long-term goals of the City. To the west of the Site lies a Walmart, hotel, restaurants, car wash and retail center; all General Commercial (C-2) zoning. More C-2 zoning lies south of the Site, which consists of a gas station, convenience store, bank, and drive-thru restaurant. Given the surrounding commercial, retail and automotive uses, in addition to the residential uses to the east and south, this retail grocery store and drive-thru present compatible land uses that will provide valuable amenities to the adjacent developments.

ZONING CONSIDERATIONS

The Development Review Committee and Planning and Zoning Commission review and make recommendations to City Council based on the following considerations. This proposal supports the criteria for rezoning applications as described in detail below.

a. Consistency with the goals, objectives, policies and future land use map of City's General Plan; consideration of current market factors, demographics, infrastructure, traffic, and environmental issues; and if conditions have changed significantly since the Plan was adopted.

Response: As explained in detail in the following section, this proposal promotes the achievement of many of the long-range goals outlined in the 2025 General Plan. Designated as Business and Commerce on the General Plan Land Use Map, this Site is an ideal location for community serving commercial. Situated within a large commercial corridor that stretches from the I-10 Freeway to Van Buren, this Site is conveniently situated and will promote appropriate land use balance.

b. Suitability of the subject property's physical and natural features for the uses permitted under the proposed zoning district.

Response: The current Site configuration ideally suits the typical ALDI model and on a broader level, all other C-2 uses, which benefit from two or more street frontages and can comfortably be developed within 2 to 4 acres. Physical features of the Site promote ease of development, which include a flat topography and lack of any existing improvements other than agriculture.

c. Compatibility of all potential uses allowed in the proposed zoning district with surrounding uses and zoning in terms of such things as land suitability, environmental impacts, density, nature of use, traffic impacts, aesthetics, infrastructure, and potential impact on property values.

Response: Given that this Site is currently designated for a commercial use on both the General Plan Land Use Map and the Estrella Commons Preliminary PAD, this use is highly compatible with the existing context and the planned uses to the east. As such, the impacts of a commercial use here have already been anticipated by long-range planning and have been found to appropriate for this Site.

d. Proposed zoning district's consistency with other land uses within the immediate area and whether uses allowed under proposed zoning district would be better suited to the subject property than the uses allowed under current zoning.

Response: Commercial zoning at this location is consistent with the numerous other commercial developments along Estrella Parkway. Here, the proposed zoning is consistent with the current commercial zoning planned under the Preliminary PAD. After discussions with staff, it was determined that a rezoning to C-2 was more appropriate than rezoning to Final PAD, which would trigger the need to vest the zoning of a much greater area.

e. Demand for the types of uses permitted in the proposed zoning district in relation to amount of land currently zoned and available to accommodate the demand.

Response: Currently, there are a limited number of grocery stores within Goodyear, but the housing market is steadily growing. Demand for grocery stores is currently high in this community and ALDI provides an experience that is drastically different from that of the typical grocer. An affiliate of Trader Joe's, ALDI provides a grocery store experience that allows customers to save time by browsing a limited selection of high-quality products at competitive prices. As such, there are currently no comparable grocery stores within the surrounding community and demand for this specific use is very high. Located within one of Goodyear's few commercial corridors and within one-mile of the I-10, this Site is ideally located for an ALDI grocery store and complementary drive-thru use.

f. Demands for public services that will be generated by the uses permitted in the proposed zoning district and requirements for meeting such demands in terms of public infrastructure and facilities and other capital equipment, such as water supplies, water treatment, storage, and distribution facilities, wastewater treatment, recharge and distribution facilities, streets, bridges, schools and emergency services facilities and equipment.

Response: This Site is located within the City of Goodyear water service and wastewater service areas. Current infrastructure surrounding the Site includes a 16-inch water main and 8-inch and 12-inch sewer mains and along Estrella Parkway. Included in the Preliminary PAD that was approved by Council in 2015 was a Master Potable Water Plan and Master Wastewater Plan that demonstrated sufficient capacity of the existing infrastructure to support the proposed uses. With recent improvements of Estrella Parkway and the commercial developments on the west side of the Site, there is sufficient capacity for utilities for the proposed development.

g. Potential adverse fiscal impacts that will result from providing services to areas not in proximity to where existing public services are provided.

Response: As noted previously, the approval of this request will not have any negative fiscal impacts on the City by an increased demand for public services.

h. General public's concerns.

Response: It is not anticipated that this request will cause any notable neighborhood concern. In 2015, when the Site was designated as Commercial on the Estrella Commons Preliminary PAD, there was no known neighborhood concern for a commercial use at this location. The rezoning process for the Estrella Commons Preliminary PAD included notifying property owners within 500 feet of the subject property by mail and posting signs on the property. In response to the notification, an open house meeting was held in which only two neighbors attended. The residents voiced concerns about the orientation of residences immediately adjacent to the north perimeter wall of Rancho Mirage, but did not have any specific concerns regarding commercial uses along Estrella Parkway, an area already established as a commercial corridor.

i. Whether the amendment promotes orderly growth and development.

Response: The proposed grocery store and drive-thru uses are consistent with the General Plan Land Use Map and existing Preliminary PAD zoning that establish this Site for commercial uses. Orderly growth is encouraged by concentrating commercial uses together within locations that are still accessible to the surrounding residential developments.

j. Any other factors related to the impact of the amendment on the general health, safety and welfare of the citizens of the City and the general public.

Response: As anticipated by the Estrella Commons PAD, this Site would be the ideal location for community-serving commercial uses and create a walkable, bikeable and healthy neighborhood. Additionally, throughout their history of over a century, ALDI has established a commitment providing a healthful selection within sustainably developed buildings.

GENERAL PLAN

Adopted by Goodyear voters in 2014, the Goodyear 2025 General Plan establishes a framework for long-range goals that promote the community vision: to create a highly desirable and sustainable place for all to live, work, visit, and play. An ALDI grocery store and drive-thru promote the community vision while encouraging the fundamental strategies of the General Plan as will be explained in detail below.

Growth and Development Goal 1: A compatible mix of land uses and diverse destinations that foster a high quality of life with livable and safe neighborhoods.

Response: The approval of a grocery store and drive-thru at this commercial intersection will promote a synergistic blend of appropriately transitioned land uses. ALDI and the drive-thru will occupy the hard corner, across the street from commercial developments. The property to the east of the ALDI Site will transition to lighter retail uses and residential developments further east.

The convenience of a local grocery store and a drive-thru with convenient access appropriately placed within the planned community will ensure the future residents of Estrella Commons enjoy a high quality of life with livable and safe neighborhoods.

Growth and Development Goal 2: Effectively managed and well-distributed growth that meets or exceeds the quality of existing development and addresses the needs of existing and future residents and businesses.

Response: Planned as a commercial gateway for the Estrella Commons PAD, this Site is an ideal location for a grocery store and drive-thru. With over one-hundred acres planned for single-family residential and sixteen acres planned for multi-family, this community will be greatly in need of retail services, specifically a grocer. Adjacent to a commercial corridor along Estrella Parkway, this Site is a logical location for the addition of community-serving retail.

Growth and Development Goal 9: A community that uses non-renewable resources responsibly and maximizes availability and use of renewable sources.

Response: ALDI's proven track record of success is fueled in part by a commitment to sustainability that both minimizes their need for resources, but also makes them highly desirable to the communities in which they reside. ALDI's commitment to sustainability includes such practices as recycling all cardboard, paper, plastic film and foil; state-of-the-art lighting and refrigeration systems that reduce energy requirements; and a streamlined set of operating procedures that reduces waste in all aspects of their business. Customers are encouraged to bring their own grocery bags or purchase long-lasting, reusable ALDI bags. Unlike the typical grocery store, which unloads shipments into warehouses then distributes goods to shelves, ALDI products go directly from trucks to shelves, saving time and money that is passed along to shoppers. The innovated model developed by ALDI allows them, through increased efficiencies, the ability to provide high-quality products at competitive prices.

Economic Development Goal 1: A resilient and diversified economy.

Response: In early 2017, ALDI unveiled plans to open roughly 900 stores in the US over the next five years as part of a \$5 billion expansion plan. Excited to bring some of this investment to the Valley, ALDI is actively looking for ideal sites to fit their unique business model. ALDI is excited to enter the Goodyear market and anticipates that their stores will be extremely successful, as their other locations across the country have been. Approval of this request will

convert a vacant and underutilized parcel into a tax generator for the City and promote a healthy economy.

Land Use Goal 1: A compatible mix of land uses that fosters a quality community, with livable and safe neighborhoods, a healthy population, a strong economy, and a sustainable environment.

Response: As outlined in detail throughout this narrative, a grocery store and drive-thru in this location will promote a balanced land use pattern and provide the necessary community-serving retail for the future residential developments of Estrella Commons. Additionally, ALDI provides a healthy product selection and was the first grocery store in the United States to eliminate added MSG, certified synthetic colors and partially hydrogenated oils from all of their exclusive food brands. Approval of this request will promote a quality development, healthy community, strong economy and a sustainable environment.